



press release

For Immediate Release

Contacts: Claudia Duval – ADC KRONE Public Relations
+49 30 8453 1379
claudia.duval@adckrone.com

Mark Borman, ADC Investor Relations
+1 952.917.0590
mark.borman@adc.com

Andrew Chatterton and George Mensah
Johnson King PR
Tel: +44 (0) 20 7401 7968
adcteam@johnsonking.co.uk

ADC to Highlight New Broadcast and Entertainment Connectivity Solutions at IBC 2008

*New Hardware Solutions Help Broadcasters Integrate HDTV
and Digital Audio Capabilities*

BERLIN – August x, 2008 – ADC (NASDAQ: ADCT; www.adc.com) announced today that the company is introducing four new connectivity solutions for the broadcast and entertainment market at IBC 2008, taking place Sept. 12-16, 2008. ADC's full range of solutions for DTV, mobile HDTV, HD fiber, IPTV and IP will be shown at booth B30, Hall 10.

At the show, ADC will showcase its newest high-performance, highly-dependable solutions that help broadcast and entertainment industry professionals integrate HDTV and digital audio capabilities into their businesses to achieve outstanding performance in real-world situations.

"With a deep understanding of the latest broadcast applications, ADC's engineers create connectivity products that are leading the industry's migration to high-definition digital media," said Jaxon Lang, vice president of Global Connectivity Solutions Americas for ADC. "Our portfolio of broadcast connectivity solutions delivers higher performance and reliability, while providing the necessary bandwidth to accommodate next generation 1080P HD signals."

Four New Broadcast Connectivity Solutions

ADC will feature four new products at IBC 2008, including:

- **ProAx® Hybrid Fiber (HF) Camera Connector** - The industry's first field-repairable connector featuring ADC's Avalanche™ Technology, the ProAx HF Camera Connector is engineered to withstand tough mobile environments with generous use of stainless steel on wear surfaces, shuttered optics to prevent contamination and accidents, and exclusive o-ring protection that provides an IP68 rating without external protection boots. Moreover, the ProAx HF connector offers far higher optical performance and supports newer high-data-rate demands.

-more-

Mailing Address: P.O. Box 1101, Minneapolis, Minnesota 55440-1101 USA
World Headquarters: 13625 Technology Drive, Eden Prairie, 55344 Minnesota USA
tel +1 952.938.8080 fax +1 952.917.1717 www.adc.com

- **ProAx Quad Fiber (F4) Harsh-Environment Connector** - A true harsh-environment multi-fiber connector, the ProAx F4 connector is available as a factory terminated assembly using the ADC tactical reduced bend radius fiber cable, or as a field termination connector featuring ADC's Avalanche Technology.
- **ProPatch® Miniature (PPM) Series Super High-Density Coax (SHDC) HD Patching System** - The SHDC is ADC's super high-density patching system designed to reduce the amount of rack space required for coax video and audio panels. At less than 1Kg/RU, the SHDC is the lightest true HD patch panel on the market.
- **UniPatch® GigE Patch Panel** - UniPatch is a professional grade normal-through Gigabit (Cat5e rated 1000 baseT) patching system designed for demanding professional environments where frequent patching and higher density is required.

About ADC's Broadcast Connectivity Solutions

For more than 50 years, ADC has led the industry in audio, video and data patching products, a tradition that continues today in the company's state-of-the-art manufacturing facilities. By designing, engineering and manufacturing virtually all of its own components, ADC has established itself as a premier product builder in broadcast and entertainment. The company anticipates common failure points and overcomes them using the best available materials. ADC's strict adherence to quality standards and careful manufacturing, assures dependable, long-lasting products. To learn more about ADC's high-performance broadcast connectivity solutions, visit: www.adc.com/broadcast.

About ADC

ADC provides the connections for wireline, wireless, cable, broadcast, and enterprise networks around the world. ADC's innovative network infrastructure equipment and professional services enable high-speed Internet, data, video, and voice services to residential, business and mobile subscribers. ADC has sales into more than 130 countries. Learn more about ADC at www.adc.com.

- End -